



21 FEB 1961



# Parkergrams U.S.A.

Sixty-Fifth Year of Publication  
February, 1961

Dear Friend:

Still midway in its selection of a consumer advertising agency to replace Tatham-Laird, Parker Pen has announced that Arthur Towell, Inc., Madison (Wis.), has been named to handle trade magazine advertising for the company.

One of the prime services offered to Parker Franchised dealers is a continuing flow of point-of-purchase display material designed to help them sell Parker/Eversharp products. Comments from throughout the U.S. bear out the fact that this promise was fulfilled in 1960. Events to date indicate that 1961 will be no different. Two brand new merchandise displays are now ready for retailers.

There's an Eversharp display that has the look of glazed tile. It's 14 by 22 inches and is designed to rest on the countertop, flat, standing up or can be hung on a wall. It contains two dozen Eversharp Reporter ball pens, two dozen Eversharp Lightning pens and a half-dozen of the new Eversharp "10,000" cartridge fountain pens. A storage area at the top has room for both Eversharp ball pen refills and a selection of Parker/Eversharp Super Quink ink cartridges. The display is also designed to incorporate header cards which will be provided for special promotions.

Read on for news about a Parker ICBM!

In this case the ICBM means "Inventory Control Balancing Merchandiser." This is a permanent merchandise rack designed to replace up to a dozen individual displays now in use by Parker Franchised dealers.

The ICBM measures 19 inches wide by 24 inches high. It is made up of a wire rack and four separate merchandise cards, each locking onto the rack to prevent accidental toppling. All of the open stock cards will stand alone or can be hung on the wall as can the entire rack.

The display, designed in red, ochre and black, features three models of the Parker T-Ball Jotter ball pen and a half-dozen Parker Pardners sets. Merchandise cards are interchangeable permitting the retailer to display whatever selection of Parker products he desires.



Noteworthy: The rack can be shipped only partially filled. Odds and ends in dealer inventories can be used to fill out the new countertop display.

Frustration Note: A father asked his wife why their young son was crying in the back yard, to which she replied, "He dug a hole and wants to bring it into the house."

In the trade, Parker Pen is fast becoming known as the "Right Price Pen Company" -- the connotation being that Parker has just the right pen at just the right price! Such Parker/Eversharp products as the 45 and "10,000" cartridge pens are examples of what this identity means.

Through this and other things, Parker retailers are finding the true depth of the Parker Retail Franchise. Under the franchise, dealers are aware that carrying the Parker/Eversharp line gives them top-quality writing instruments from as low as 39 cents to as much as \$150. And, they earn a fair profit on every sale!

Retailers see in Parker, the company which broke the price barrier on ink cartridges, lowering consumer costs a full 40 per cent on Super Quink 5-packs. But, more important, a Parker franchised dealer doesn't get caught in the middle of this type of price reduction. Parker absorbed this mark-down in dealer inventories just as it has in the past.

This is the talk in the trade. But what is the action? Sales reports supply that answer. Orders for new merchandise coming into Janesville were running 60 per cent above what has been considered "normal" for the first weeks of January!

What happens when a pen point is accidentally bent back at a near-90-degree angle? Most people would have the pen repaired, but not Gordon Burkhard, a LOOK magazine space salesman. His Parker "51" is bent like that and he loves it. The pen functions with perfection, setting down one of the boldest lines to be found anywhere this side of Japanese Calligraphy.

In a specially constructed room in Parker's general offices, the company has installed a new IBM Ramac 305 computer which will eventually enable the company to process orders from franchised dealers far faster than is standard today. The giant electronic brain is being put to the task of helping the manufacturing division keep tighter inventory control through analysis of sales information.

To give an idea of the size of the Ramac 305, enough heat is generated by its electronic components to comfortably heat a five-room house.

What the 305 means to franchised retailers is this: There will, in the not-too-distant future, be no more delayed shipments because of the lack of this



or that product in completed stock. Minute by minute inventory information will be possible, thus assuring that production can keep pace with incoming orders.

Kelly-Clarke Co. a big food brokerage in the West, reports that super-markets are currently redesigning cabinetry to do away with crevices and cubby-holes. Reason: These are filled each day with empty bags and cartons, left behind by people who come in, eat their fill, and leave until next mealtime.

Personal note: Long before Parker entered the scene, some solid Roman citizen penned the line Quid Pro Quo -- meaning "mutually beneficial." It embraced an idea big enough and true enough to build a world, or a company, around it. So Parker adopted it.

People who now own or will own Parker pens find that Quid Pro Quo means the fairest value at any and all prices. From the beginning we promised ourselves to offer always the finest products at just the right price. This is not to say the lowest price. Seldom are Parker prices the lowest in the field. But they are invariably the best buy.

That brings up here and now, and the highly favored cartridge fountain pen. This type of writing instrument provides, as you know, a new experience in clean, convenient performance. We brought the new Parker 45 cartridge pen into the scene at our own deliberate pace. Like our Jotter ball pen, we preferred to be considered "late," rather than premature. That singleminded pursuit of quality has its rewards, is evident in Jotter's rating as the most important single ball pen. We simply refused to be stampeded into the market until the Parker Jotter ball pen had the features to support the "Quid." They are: long life, high grade performance, good looks and reasonable price.

Similarly, we delayed the Parker cartridge pens until we reached high goals. The new 45 and lower priced Eversharp models had, going in, the largest cartridge in the U.S., plus a convertible feature to permit ordinary bottle filling if desired.

We continued, however, the quest to lower the cost of cartridge writing with no reduction in quality. Now, as you know, a scant few months after getting into the cartridge pen field, we have assumed our customary role of leadership. America's largest cartridge is now at America's lowest price!

We cite this as another valid example of why the retailers of writing equipment must look to Parker for a lasting and long-range relationship which works to the benefit of the public, the middle-man, and Parker.



Clips: Industrial Design Magazine's annual design review issue features the Parker 45 cartridge pen as among the best designed products from all American industry. ... There's a cigarette on the market now for people who really want to be safe. It has a half-inch of tobacco at one end. The rest is all filter! ... Thorp & Martin Stationers (Boston) saluted Parker and Life Magazine for "25 years of progress" via a special window display featuring old and new issues of Life. ... A big department store labeled two identical stacks of sheer shortie nightgowns with these signs: "For Saints" and "For Sinners." The latter sold out first! ... The Handwriting Foundation, supported by writing instrument manufacturers, has approved a \$40,000 budget for 1961 operations. The Foundation is dedicated to dramatizing the need for improved handwriting in the U.S. ... Taxes are like golf -- you drive your heart out for the green and then end up in the hole. ... Consumer spending, which hit \$327 billion last year, is expected to climb to \$330 billion in 1961. ... Only one member of Kennedy's Cabinet is not in "Who's Who." It's his brother Robert! ... Here's a new game, if you're looking for one. Three people rent a hotel room and each brings a quart of bonded whiskey. They drink for an hour, then one gets up and leaves. The other two guess which one left.

Cordially,

*The Parker Pen Company*



AD

30 MAR 1961



# Parkergrams U.S.A.

Sixty-Fifth Year of Publication  
April, 1961

Dear Friend:

After a four-month intense evaluation of a few "hand picked" advertising agencies, Parker has selected Leo Burnett Company, Inc., Chicago, to serve as agency for both Parker and Eversharp brands. It was announced in October that Parker and Tatham-Laird, which served the Parker brand, were parting after five years. More than 80 agencies expressed interest in the account following the announcement.

Among Leo Burnett's long list of clients are Allstate Insurance Companies, Campbell Soup, Chrysler Corp., Maytag, Motorola, Philip Morris, The Pure Oil Company and Wallace Laboratories.

Burnett contributes to nearly three dozen top TV shows including such critic acclaimed productions as Thriller, Father Knows Best, The Shirley Temple Show, Route 66, Captain Kangaroo and the fabulous specials with Fred Astaire.

Through Burnett, Parker will spend approximately \$3 million in 1961.

Howard W. Boise, Jr., a Parker Franchised dealer in Plainfield, N.J., has been named 1960 "Office Equipment Dealer of the Year" by Office Appliances magazine. He was selected from among thousands of retailers judged on their merchandising ability and their supporting roles in industry and civic affairs.

Boise is a member of the National Stationery & Office Equipment Association, National Office Furniture Association, National Office Machine Dealers Association and National Association of Visual Aids. In 1958 and 1959 he was awarded a certificate of distinction in the Brand-Name-Retailer-of-the-Year awards.

Eversharp has announced the introduction of a brand new cartridge pen priced almost dead-center in an annual \$9 million retail market. It's called the Eversharp "Big E" and it is truly a big value. The new pen, borrowing some of the styling of the remarkable Parker 45, will retail at \$2.98. And, important to all Franchised dealers, this pen, too, uses the standard Super Quink cartridge which now offers consumers a 41 per cent saving on cost of operation.



The "Big E" is available in six handsome colors: deep blue, gray, green, red, light blue and black. It has a permanent stainless nib and carries the same ultra-smooth writing tip possessed by all Parker/Eversharp fountain pens. Both barrel and cap of the new "Big E" is molded of tough, crack resistant plastic and polished to a mirror finish.

Few will argue that the Eversharp "Big E" is not the finest quality cartridge pen for the price available today! See for yourself.

According to statistics compiled by Sears, Roebuck, for every three and a half to four feet of selling area there should be one square foot of parking space. For every approximate \$1 million in annual volume, there must be parking for 125 cars. Parker, therefore, nearly supersedes the building, itself, in importance.

No less than 52 new Pedrara and Jet Crystal desk sets in nine basic styles have joined the Parker desk set line for Spring. Styling of all is unique in the industry and many models bear the smart-looking corporate symbol of The Parker Pen Company as product identification. The new sets constitute an all-out effort to help Franchised dealers scoop deeper into the annual \$8 to \$10 million industry desk set business.

Some of these sets have soft oval-shaped escutcheons, others have oval-shaped engraving plates. Still others have broad brass plates which serve as both escutcheon and engraving plate.

But even more important to the Franchised dealer than this wide styling variety is the fact that now three separate types of Parker fountain pens are available for the sets. The consumer has his choice of the standard "51" desk pen, the brand new Parker 61 desk pen, or the still newer Parker 45 desk pen. In addition, two individual pen bowl designs can be selected. The familiar hour-glass bowl continues, while a new metal bowl, slightly flared at the mouth has been added. Metal tips at the ends of pen tapers repeat this flared effect.

An attractive new merchandise display for the Parker 45 cartridge pen has joined ranks with motion displays still available to Franchised dealers. The merchandiser holds a dozen gift-boxed 45's and exhibits another on a stylized arrowhead header card. The gift boxes are stacked two high. Those on top can be opened to show the pens to best advantage.

The "wisdom" of the Orient is something more than a cliche. The thought which permeates Confucius' proverbs is still mustered in the Oriental mind. Communist dogma has concealed it, but not congealed it. Wisdom still flows and comes to the surface wherever the Oriental mind is free.



In Singapore, for example, a Chinese banker framed these "ten commandments" for his employes. While not representative of Twentieth Century America's way of living, some are worth remembering.

- (1) Don't lie. It wastes my time and yours. I am sure to catch you in the end.
- (2) Watch your work and not the clock. A long day's work makes a long day short, and a short day's work makes my face long.
- (3) Give me more than I expect, and I will pay you more than you expect. I can afford to increase your pay if you increase my profits.
- (4) Keep out of debt. You owe so much to yourself that you cannot afford to owe anybody else.
- (5) Dishonesty is never an accident.
- (6) Mind your own business, and in time you will have a business of your own to mind.
- (7) Don't do anything here that hurts your self-respect. The employe who is capable of stealing for me is capable of stealing from me.
- (8) It's none of my business what you do at night, but if dissipation affects what you do the next day you will last half as long as you hope.
- (9) Don't tell me what I would like to hear, but what I ought to hear. I don't want a valet for my vanity, but for my money.
- (10) Don't kick if I kick. If you are worth correcting you are worth keeping.

Businessmen generally get their best ideas while shaving, according to a concensus of top marketing men. Other ideas come on planes, in the car, in the garden, while refinishing antique furniture, but seldom, so it seems, during business hours.

The explanation seems to be this: During working hours the particulars involved for the solution of a problem are lined up. They burst into bloom usually during leisure hours.

Shaving heads the list of idea-forming activities because -- well, as one man put it, "When I'm shaving I'm looking at myself. You can't fool a person who's looking straight at you."

Parker Franchised dealers will benefit from a new counter card readied for Spring.  
It bears a simple, straight-forward message to consumers which reads in part:

"By developing new engineering techniques and improving our ink cartridge volume, the cost of manufacturing Super Quink cartridges was sharply reduced."

"As is our custom, we're passing that savings on to you, our customers, in the form of lower retail prices -- a savings for you of 41%."

"Ask to see the new Parker 45 -- the pen that writes with America's largest ink cartridge at America's lowest price!"

Clips: Parker salesman Hugh Norton says he knows a man who is married to his business and is suing it for non-support. ... There are no discount stores in London, England. One was tried, but failed rather miserably, according to A. E. Dawson, director of the



Hide Group of Stores in the south of England. American stores, he said, spend large amounts on merchandise displays, but often fail to include a key piece of information -- the price! ... According to a story recently in the Washington News, Atlanta's Mayor William B. Hartsfield received a letter from the White House and returned it to the President's press secretary, Pierre Salinger, with a note saying, "Maybe I'm a prize boob, but whose signature is this?" Salinger answered: "That happens to be the signature of John F. Kennedy." ... Esterbrook has formed an International Division with Philip E. Scott, Jr. as v.p. in charge. All foreign sales and manufacturing operations will be combined in the new division. ... John D. Sheaffer has been named marketing veep at Sheaffer Pen, succeeding Edmund F. Buryan who resigned recently. ... An American-made transistor radio desk set with two Eversharp pens is advertised in the March Diner's Club magazine. It's a product devised by Alexander Sales. ... A friend of ours complains: "I don't know what's wrong. I take my wife every place, but she always finds her way back." ... A group of credit card-holding Chicago women have decided on thrift. They've formed a club called Charge Accounts Anonymous. A member is not allowed to shop alone, unless it's for cash. ... In Melborne, Australia, first prize in a beauty contest was a \$150 course in improving your figure. ... Volkswagen print advertising was voted best of the year 1960 by Printer's Ink's executive panel. ... Polaroid has received a patent on a one-step, shot-and-print color camera. It reportedly will soon market the new marvel. ... And, finally, as a puddle of water spread over the floor, the convict shouted, "Warden, Warden, this pen leaks!"

Cordially,

*The Parker Pen Company*



19 JUN 1961



# Parkergrams U.S.A.

Sixty-Fifth Year of Publication  
July, 1961

Dear Friend:

Parker reported increases in both sales and earnings for the fiscal year ended Feb. 28, 1961. Sales were six per cent above the previous year and earnings more than doubled. Earnings for fiscal 1961 were \$1,135,703, compared with \$547,776 for fiscal 1960. Total world sales of Parker products amounted to \$43,000,000, thus continuing the company's position of leadership in the writing instrument industry.

Sheaffer Pen revealed 1961 fiscal earnings of \$1,038,221, of which \$266,566 represented proceeds from life insurance. Therefore, Sheaffer's operating earnings for fiscal 1961 were \$771,655 -- a full 25 per cent under the previous year. The company's sales showed a decline of 4.8 per cent.

Meanwhile, Scripto reported a nine per cent decrease in sales and a 40 per cent decrease in earnings for its past fiscal year. Scripto president, James V. Carmichael, declared that "the over-all sales decline was due to an industry-wide shift in merchandising emphasis to low priced, and correspondingly low profit, ball pens.

A woman bought a Parker 61 in Kentfield Stationery, Kentfield, Calif., and loved it so much that she returned a few days later and purchased another. The owner was quite proud of the sale and asked her to autograph a new dollar bill -- just above the printed signature of the Treasurer of the United States. This she did, of course, since she was Elizabeth Rudel Smith, Treasurer of the United States.

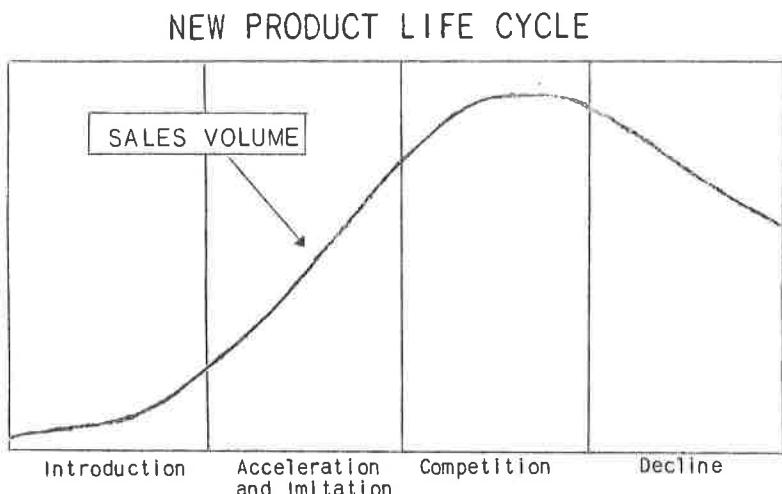
Back-to-School is the second biggest selling period of the year and Parker Franchised retailers are going to have the biggest help-mate to selling T-Ball Jotters. Between August 20 and September 16, the back-bone of Parker ball pen advertising will be radio spots in 25 major markets. Musically and memorably, the Jotter commercials will enter the ear of a national mass audience, not just centered in metropolitan areas, but reaching deep into rural and small town communities as well. Almost the entire land area of the U.S. will be blanketed by Parker's Back-to-School radio with 40 spots a week. About half of these are to be placed in prime time. The other half will be distributed throughout the day with attention to disc jockey shows appealing to teenagers.



In addition, Life, Look and the Saturday Evening Post will echo the Jotter jingle. Between the magazines and radio, an unduplicated audience of more than 45 million adults, teenagers and youngsters will be reached.

Long before the bicycle was king in England, poet Geoffrey Chaucer set down a fundamental fact of life: "Men loven a propre kinde newfanglenessse." Today, 600-plus years later, man's love of newness not only continues characteristic, but is subjected to countless daily feedings by the advertising mills of the world. Yet, because it is virtually boundless, this love can encompass all in an economy of mass-everything.

There is but one difficulty to contend with. All too frequently, the people who must sell the new product grow tired of it long before it has reached its potential. When this happens, that potential is seldom reached. Actually, the life cycle of a new product is one of slow beginnings, greatly unlike the "overnight" success story drummed through the movies. Take a look at the chart below and you see the picture.



The vertical scale represents consumer purchase or usage. The horizontal scale represents time. In the beginning you see a very low incidence of usage, and this extends over a considerable period of time. This is the period when people who will buy anything so long as it is different, first start using. They are followed by the thought leaders or taste makers who begin trends. Proceeding along the curve, the great mass of consumers start to

follow the leaders into the market and the curve is accelerated rapidly. This is due to increased promotion on the part of the original manufacturer and to the introduction of other brands. The product is on its way!

In the third period of time, the product has attracted many imitators. The whole market continues to grow, but at a decelerating rate. In the final phase, the entire product category is reaching maturity. Weak-sister imitators are shaking out. Competition is tough, and now survival depends on ability to produce and sell the product efficiently. Innovation is no longer a factor, but price becomes very important.



The Parker 45 and the Eversharp "10,000" are still very early in the introductory stage. The Big E is barely on the chart. With all three, there is still a long period of time ahead before the taste makers take over and the market begins to expand. Let us not forget that these writing instruments have "a propre kinde newfangledenesse" which men will love -- once they have learned about them. We should never tire of their newness until people everywhere do.

The first pack of ink cartridges in five "rainbow" colors and the Big E pen will be the center of attention in the Back-to-School program for Eversharp. Two new ink colors have been developed for the "rainbow" pack, cerise and orange. The other three colors will include turquoise, red and green.

As an introductory promotional offer designed to attract customers, the pack, a 49-cent value, will be offered free with the purchase of the Big E pen and two additional washable blue cartridges at the regular price of \$2.98. The "rainbow" pack, makes it easy and convenient to change ink colors without mess in a matter of seconds. It will be announced in a full-page advertisement in the August 30 issue of Life magazine.

It has been remarked often that a hen is only an egg's way of making another egg. From this example, it is easy to see that one's point of view is quite important. Things can be made to seem what they are not, through point of view.

What's your point of view regarding the Parker 45? Is it a \$5 cartridge pen -- or is it a \$5 fountain pen? If you happen to be interested in high unit sales, then you will answer that question by saying that the Parker 45 is a fountain pen in the low-price range. Otherwise it becomes a high-priced cartridge pen and these are awesome terms to be used to attract customers.

Advertising on the Parker 45 for Back-to-School will emphasize the 45 as a fountain pen -- but with a unique feature. The 45 is a "convertible" fountain pen, it converts to a cartridge pen. Wrap these thoughts together when you have a prospect looking for a fine, but not-too-expensive pen and you'll have a customer. Especially, if, during the special Back-to-School promotion you make strong mention of the free converter offer to be made by Parker.

A new gift box and a permanent jeweler-type counter dispenser have been developed for the Eversharp Big E cartridge pen. The blue and black gift box has a vacuum-formed transparent bubble liner which locks in the pen and two ink cartridges. The liner is designed so the pen is given a suspended three-dimensional effect. The pen can be easily removed for examination and snapped rigidly back into position.



The merchandising aid has a look of quality about it. Made of vacuum-formed Styrene, it has a glass top and a pull-out pen drawer, which has velvet-like pen grooves. Beneath the narrow drawer is sufficient space to store gift-boxed pens and sets, ink cartridges and pen points.

Clips: News for the diet-conscious: Metrecal will be coming out with a diet cookie. ... "Houses Under the Hill," a painting from the Parker Exhibition of Contemporary Italian Art which was presented to President Eisenhower, now hangs immediately outside his Gettysburg Office. ... To emphasize quality, several thousand Ticonderoga pencils were wrapped in mink and mailed to dealers, prospective customers, and the press by Dixon Crucible Co. ... It took 18 pens for President Kennedy to sign his name to the aid-to-depressed-areas bill. ... One old Parker hand recently met a man whose name was Parker R. Smith. For most of his 45 years, Mr. Smith has carried the nickname "Duofold." ... George Whiteside, Parker's trade affairs manager, has been elected to a two-year term as Associate Representative for the National Association of College Stores. ... Departed Note: At length the lawyer reading the will of a wealthy man came to a reference to the playboy nephew of the deceased. He read: "And to my nephew Harry, whom I promised to remember -- Hi there, Harry!" ... According to figures released by the U.S. Department of Commerce, exports of writing instrument industry products during 1960 reached \$24,946,971, approximately 15 per cent above the previous year and higher than at any time since the record of \$35 million in 1947. Fountain pen exports were valued at \$8,164,000. Ball pen exports at \$7,266,000. ... And, finally, a mother took her young son to a child psychiatrist for consultation. Said she: "I don't know if he feels insecure, but everyone else in the neighborhood certainly does."

Cordially,

*The Parker Pen Company*

